

1 Claims

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3 1. A dental treatment composition which comprises
4 a particulate erasing agent, the particles of the
5 erasing agent being dimensioned to roll along a
6 surface, wherein the particles have an average
7 maximum diameter of between 30 and 1000 microns.

8

9 2. A dental treatment composition as claimed in
10 Claim 1 in which the particles of the erasing agent
11 comprise a precipitate or aggregate of an insoluble
12 alkali metal carbonate.

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14 3. A dental treatment composition as claimed in
15 Claim 2 in which the particles of the erasing agent
16 comprise a precipitate or aggregate of insoluble
17 calcium carbonate.

18

19 4. A dental treatment composition as claimed in
20 any preceding Claim in which the particles have an
21 average hardness of between 1 and 10 Mohs.

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23 5. A dental treatment composition as claimed in
24 Claim 5 in which the particles have a hardness of
25 between 2 and 4 Mohs.

26

27 6. A dental treatment composition as claimed in
28 any preceding Claim in which the particles are
29 generally round.

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1 7. A dental treatment composition in which the
2 particulate erasing agent comprises between 3 and 75
3 % of the total composition (W/W).
4

5 8. A dental treatment composition as claimed in
6 any preceding Claim in the form of a paste, gel or
7 powder.
8

9 9. A dental treatment composition as claimed in
10 any of Claims 1 to 7 which is a toothpaste, a
11 toothgel, a polishing paste or a powder additive.
12

13 10. In combination, a dental treatment composition
14 according to any of Claims 1 to 9, contained within
15 a dispenser or package for the composition.
16

17 11. The combination of Claim 10 in which the
18 dispenser comprises a deformable tube.
19

20 12. Use of a particulate erasing agent in a dental
21 treatment composition, wherein the particles of the
22 erasing agent are dimensioned to roll along a
23 surface, and have an average maximum diameter of
24 between 30 and 1000 microns.
25

26 13. The use of Claim 12 wherein the particles of
27 the erasing agent comprise a precipitate or
28 aggregate of an insoluble alkali metal carbonate
29 such as calcium carbonate.
30

1 14. The use of Claims 12 or 13 in which the dental
2 treatment composition is a toothpaste, a toothgel, a
3 polishing paste or a powder additive.
4

5 15. A method of treating teeth comprising the
6 steps of:

- 7 - applying a suitable amount of a dental
8 treatment composition of any of Claims 1 to 11
9 onto a suitable applicator for the
10 composition;
 - 11 - using the applicator to rub the composition
12 onto a surface of the teeth such that at least
13 some of the particles of the erasing agent
14 roll along at least a portion of the teeth;
15 and
 - 16 - rinsing the composition off the teeth.
- 17

18 16. A method according to Claim 15 in which the
19 applicator is a toothbrush, an interdental
20 toothbrush, or a soft rubber cup.
21

22 17. Use of a particulate erasing agent to clean
23 hard surfaces, wherein the particles of the erasing
24 agent are dimensioned to roll along a surface, and
25 have an average maximum diameter of between 30 and
26 1000 microns.
27

28 18. A hard surface cleaning composition comprising
29 a particulate erasing agent and a carrier for the
30 erasing agent, wherein the particles of the erasing
31 agent are dimensioned to roll along a surface, and

1 have an average maximum diameter of between 30 and
2 1000 microns.

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4 19. A hard surface cleaning composition as claimed
5 in Claim 18 in the form of a liquid, cream, gel or
6 paste.

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8 20. Use of a particulate erasing agent to exfoliate
9 skin, wherein the particles of the erasing agent are
10 dimensioned to roll along a surface, and have an
11 average maximum diameter of between 30 and 1000
12 microns.

13

14 21. A skin exfoliating composition comprising a
15 particulate erasing agent and a carrier for the
16 erasing agent, wherein the particles of the erasing
17 agent are dimensioned to roll along a surface, and
18 have an average maximum diameter of between 30 and
19 1000 microns.

20

21 22. A skin exfoliating composition as claimed in
22 Claim 21 in the form of a liquid, cream, gel or
23 solid.

24

25 23. Use of a particulate erasing agent in a shower
26 gel or liquid body wash product, wherein the
27 particles of the erasing agent are dimensioned to
28 roll along a surface, and have an average maximum
29 diameter of between 30 and 1000 microns.

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31 24. Use of a particulate erasing agent to absorb
32 liquid hydrocarbons, wherein the particles of the

1 erasing agent are dimensioned to roll along a
2 surface, and have an average maximum diameter of
3 between 30 and 1000 microns.